

## **DISSEMINATING CONSUMER INFORMATION**

### **Abstract**

Methods and related systems are disclosed for sharing consumer information between consumers via a communications network that comprises a data store accessible by a plurality of terminals each associated with a respective consumer. One such method comprises a providing consumer entering information about a product into their terminal and uploading that information to the data store; classifying the entered information into channels, each channel relating to a particular consumer issue about said product; storing the classified information; and storing a profile of a requesting consumer that identifies the channels corresponding to consumer issues of interest to the requesting consumer. When the requesting consumer enters a request for information about said product into their terminal, information is downloaded to the requesting consumer's terminal if that information relates to said product and was classified into any of the channels defined by the requesting consumer's profile.